

DrugScope Information Service Blog and Newsfeed Workshop

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What we will cover

- Introductions and welcome
- Website strategy and blogs
- Introduction to blogs
- The DrugScope Experience
- How to get started
- Hands on session.



Website aims and strategy

- To be a provider and disseminator of information and resources on drugs and related issues
- To promote DrugScope's work, services and activities
- To act as portal for those interested in drug issues
- To utilise relevant new technologies and software which enable the above.

Creating a Blog and Newsfeed

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Blogs: what are they?

- (We)blogs have been gaining in popularity since the 1990s
- Originally online journals, displayed in reverse chronological order
- Once the preserve of techies, self-publishing diarists and cat-lovers
- Companies have begun to realise the advantages of blogging



Why Blog?

- Put simply, blogging is a way to:
 - Publish information quickly and easily
 - Create a newsfeed for that information
 - Without:
 - HTML or other IT skills
 - Buying or downloading software
 - Storing on your webserver (unless you want to)
 - Incurring expenditure (just time)
 - “Pestering” users / customers / clients
 - Blogs are ‘pull-technology’



What to Blog

- Blogging is an ideal format for:
 - Online / email newsletters
 - Current awareness lists
 - Media mentions
 - FAQs
 - Highlighting aspects of the library collection and ILS work
- If you do any of these things, you may wish to consider blogging



The DrugScope Experience

- Started blogging simply to create a newsfeed of new catalogue additions
 - We knew certain users wanted this
- Decided to write short focus articles to highlight aspects of our collection and work that our users may not know
 - Capitalise on existing market
 - Attract a new market
- Even more popular than predicted



DrugData Update Timeline

- 09/2005 *DrugData Update* begins
- 10/2005 onwards Positive feedback from users
- 11/2005 Asked to promote on NeLH
- 11/2005 Promoted at ELISAD Conference
- 01/2006 Article in *ELISAD Journal*
- 01/2006 Article in *Knowledge Flow*
- 03/2006 Promoted at CHILL
- 03/2006 Promoted on *Daily Dose*
- 03/2006 Promoted in *Addiction*



Positive Outcomes

- Traffic
 - At least 2000 weekly downloads of articles
 - Links to other web products and services
- Increased presence
 - Something “out there” every week
- Highlighting popularity of bibliographic info
 - Has been picked up on by Publishing
- Networking
 - Internally e.g. Publishing, Press Office
 - Related organisations e.g. Home Office
 - Others e.g. International Women’s Month



Other Opportunities

- Displays skills of information professionals
 - IT – creating blog and RSS
 - Contribution of database (e.g. catalogue)
 - Knowledge of user group (market) needs
 - Writing
 - Shows we have our “finger on the pulse”
 - Brings the information service’s “backroom” into the limelight

Getting Started: Questions to ask

- Does our user group have a regular need for current, up-to-date information?
- If so, what sort of information?
- Are we meeting this need through our website? Could we do so? Pros / Cons
- If not, could we meet it through blogging?
- If so, how would it relate to our website?
- Can we extend our market (user group)?
- Can we attract a new market?
- How much staff time is needed?

Bibliographic Blogs

- Current awareness for the 21st century
- If you can write reports on your cataloguing software, you can automate (or semi-automate) this process
- New catalogue entries provide ample ready-made content for your blog
- Can add traffic to existing current awareness bulletins